

## **Email 1 (Teaser)**

***Send on November 21st***

**Subject Line:** Special Music Announcement! 🎆

**Preview Text:** Tomorrow I'm opening up the floodgates to help you catch a wave 🌊

Hey <Name>,

Most artists dream of crafting the dopest music ever, becoming an overnight sensation, blowing up, and traveling the world while performing in sold-out arenas!

These are great goals to have, but first things first... You need high-quality songs.

Whether you carefully write and record music or freestyle off the dome, I have something that could help you turn things up a notch!

**TOMORROW**, I'm offering a ONE-TIME-ONLY solution to help boost the flames of your creativity and inspire FIRE to come out of your speakers! 🔥

When you start developing industry-quality music, you'll be taken more seriously and speed up the process of having a successful career.

So if you want your next single, or upcoming project to HIT HARD, then make sure to be on the lookout for what's in store 😊

**Kato**

## **Email 2 (The Reveal Email)**

***Send on November 22nd***

**Concept:** Reveal the sale with a supportive-based email. We urge them to act fast due to the limited-time offer.

**Subject Line:** <Name>, I'm Excited to Tell You The Big News...

Yooo <Name> -

As of today...

**Everything in my beat store is BUY ONE GET ONE free!**

I'm doing this because I hear many artists complaining about how frustrating it is when searching for high-quality sounds in a sea of type beats & MID instrumentals.

If it ever feels like you're digging through layers of dirt just to find 1 diamond in the ruff, then this might be the opportunity you've been looking for.

I mean... How often do you come across a cool beat but something seems to be missing? For example, the melody might be dope but the drums aren't hitting...

**OR...**

The drums are hitting, but the beat itself isn't mixed well. This is a way to clear out the mud and find a home for your vocals.

That's why you shouldn't sleep on the opportunity to get your hands on simple industry-level production that's easy to catch a vibe and record bangers with.

The cool part about this limited-time BOGO deal is that if you find something you like, you can purchase the beat at any lease and get an extra one of the same lease for free!

So if you choose a premium license, you'll get another premium license beat on the house!

**This deal will only last 1 week** 

[So click here to elevate your sound & get studio-quality beats for the low.](#)

It's time to make some dope music!

**Kato**

### **Email 3 (Value-Based Reminder Email)**

***Send on November 24th***

**Subject Line:** 3 Tips On How to Quickly Evolve As An Artist & Skip Years of Mistakes!

<Name>,

Before I was “Kato On The Track” I was Kato on the mic! I would perform anywhere that had a stage and an audience (even if it was just 5 people in the crowd).

{**Insert Picture of you back in the day recording/rapping/performing**}

Eventually, I put rapping to the side and focused more on production. I've learned a TON of priceless lessons throughout my career that led me to become a #1 Billboard producer.

Today, I'm sharing 3 of them with you. These are the most important tips that every artist should know if they want to grow their careers as fast as possible.

#### **1. Put Yourself Out There**

- Early in my career, I went anywhere to showcase my talent as an aspiring rapper.
- Open mic nights, special events, contests, you name it... I WAS THERE!
- It pushed me out of my comfort zone to meet artists and discover opportunities that wouldn't have happened otherwise.

## **2. Trust In The Process**

- I had a lot of ups & downs throughout my career...
- One second everything was good, then the next second I didn't even have 2 pennies to rub together from how BROKE I was.
- I could've let doubt poison my mind and kill my dreams at that point. Instead, I kept dropping music & eventually grew my following to 1 MILLION across socials!
- That brings me to my next point...

## **3. Market Yourself!**

- You can be as great as Michael Jackson, but it doesn't matter if you're not getting any recognition.
- When you drop a single or a project, promote it like your career depends on it. Also, don't be afraid to re-promote things.
- What's old to you is new to someone else! Always remember that.
- The easiest way to market yourself is by developing a content release schedule for socials.
- If you'd like to learn everything I did to quickly gain 500k followers within a few months of consistently releasing, then check out my [0-100 Master class](#).

## **\*BONUS\***

One more thing that almost slipped my mind...

### **Stop sitting on your music!**

Trust me, you might be cutting yourself short if you don't put that song out that you've been holding onto for a year.

My biggest beat ever was almost a throwaway...

Thankfully I listened to my gut and released it anyway. Almost overnight, I was a viral sensation! Even being labeled “The King Of Remix Challenges”.

The song accumulated over **470 million listens!** Tyga himself even hoped on the remix!

So whatever you do, continue dropping music, shoot every shot, & put yourself out there. I believe in you, <Name>.

**Kato,**

**P.S.**

The Black Friday **[BOGO beat giveaway deal](#)** is still ongoing for the **next 5 days**. Check them out if you need studio-quality beats to elevate your music.

Also, I’m doing a HUGE discount on all my masterclass courses. If you’re feeling lost and having trouble with growing as an artist,

**[Then click here to take your music career from 0 to 100!](#)**

Use discount code: **<DISCOUNT\_CODE>**

## **Email 4 (Intrigue/Authority Email)**

***Send on November 26th***

**Concept:** Build intrigue & transition into the Black Friday BOGO Beat Giveaway deal

**Subject Line:** What Do Snoop Dog, Tory Lanez & Joyner Lucas All Have In Common...?

**Preview Text:** I'll give you a hint...

It's not style & it's not image...

It's something that CAN'T be ignored. Something that glues everything together and allows their fans to sing along...

**If you guessed the HOOK, then you're CORRECT!**

Snoop Dog, Tory, & Joyner Lucas all have the talent to create hooks that stay with their fans far after the song is finished.

It pulls them in, gets them involved, and makes them feel a part of the music rather than just a distant observer.

That's the reason why great hooks live on the top charts! If you master the art of writing them, you can reach those heights too.

Now I'm not saying you'll be guaranteed Snoop's level of success, but crafting good hooks can help you catch the ears of new fans.

So how do you come up with hooks, <Name>?

When I used to write songs, I'd choose a piece of the verse that sounded catchy and built on that. Other times... as weird as it sounds... I'd even hear melodies in my dreams! 🎵

Can't tell you how many early mornings I anxiously flew out of bed, scrambling toward my computer to record an idea before it vanished from my mind, never to be heard again.

However, after producing for hundreds of artists, including Snoop, Tory, & Joyner... Most times a FIRE hook comes from listening to a FIRE beat.

That's when most artists can catch a vibe and dope ideas flow through them effortlessly!

Are you the same way?

Whatever your creative process is, I wish you TONS of success in creating the dopest music possible.

Maybe one day I'll be humming your songs while randomly folding clothes, washing dishes or whatever else... 🎵

You never know...

Until then, stay creative!

**Kato**

**P.S.**

Just a reminder, there are only **3 days left** for the BOGO deal in my beatstore.

So far it's been HUGE!

Tons of artist have taken advantage of this limited-time offer to bring their song ideas to life.

If you need some extra creative inspiration to streamline your writing process,

[then click here to check out hit-making beats!](#)

### **Email 5 (FOMO/Hard Sale)**

***Send on November 27th***

**Concept:** Another reminder of the sale. This email will pull the FOMO lever within your audience to create some urgency. You could provide some social proof in this email.

**Subject Line:** Artists Are Blowing Up My Phone!

**Preview Text:** Only 2 Days Left 🙄🙄

Yooo <Name>,

For years, HUNDREDS of artists have flooded my DMs trying to collab and hop on beats. I do my best to get back to their request but sometimes I'm unable to reply.

{Insert snapshot of DMs/Testimonials}

So this is my way of collaborating with artists like you for an extremely LOW price to make some dope music that your fans would go crazy over the second the beat drops!

If you're tired of going down the Type Beat rabbit hole on YouTube, you can check out my [beatstore](#). You might just find that sound you've been searching for all this time.

**Only 2 days left** to take advantage of getting INDUSTRY-LEVEL production. So don't wait...

Time is ticking! 🕒

[Click here to take advantage of the LIMITED-TIME BOGO deal while you still can.](#)

**Kato**

## **Email 6 (Story Email)**

***Send on November 28th***

**Concept:** I'm using your own personal story in this email to relate to the audience.

**Subject Line:** College Dropout Turn #1 Billboard Producer 🎹

**Preview Text:** Appreciate the grind & trust in the process!

Yo <Name>,

When I dropped out of college, moved out of my parent's house, and began working odd jobs to pay the rent, **I felt stuck...**

- I had nobody to depend on
- Could hardly afford groceries

- & struggled to get my BIG BREAK

I eventually realized that if I wanted to escape my current situation, I had to face my fears no matter how scared I was.

Although I've always considered myself a shy introvert, I started hopping on stages to get myself "out there" as an up-and-coming artist.

My first show was at an open mic and let me tell you... It was absolutely NERVE-WRACKING! But all those feelings started to disappear the second my song played & I began performing.

It was like I broke through a brick wall that was holding me back. Before I knew it, I had my foot in the door of the music community in Atlanta.

I no longer felt like an outcast. I built relationships with some great people and collaborated with some great artists, one of them being my guy Jarren.

**Bro and I started making noise in the city and caught the attention of record labels.**

From then on out, life has been a roller coaster! This humbling experience is what allows me to be thankful for...

- Meeting amazing creators
- Being a part of a community
- And becoming a #1 Billboard producer

But I'm most thankful for the opportunity to share insights with up & coming artists like **YOU!**

That's right, you're a BIG part of my journey as much as anything else. Helping you grow your music career is just as fulfilling as receiving a Billboard plaque.

As long as you follow the right steps, you can achieve even more success than I have!

That's why I'm running a **BOGO deal for my beatstore**. It's my way of giving back to the community that has helped to lift me up.

You only have **1 day left**.

If you want to discover dope beats to elevate your next song release,

[Then click here to view my catalog of industry-quality production.](#)

Kato

## **Email 7 (Hard Sale Black Friday Email)**

***Send on November 29th***

**Concept:** Twist the knife by highlighting their pain points with added urgency

**Subject Line:** The BOGO Beat Giveaway Is Ending Today! 🚨

**Preview Text:** Time is ticking... 😬

Hey <Name>,

Today's the last day for the BOGO sale in my beatstore!

If you're interested in...

- ✅ Simple yet hard-hitting beats
- ✅ Fire melodies that quickly spark creativity
- ✅ Head knocking rhythms to effortlessly flow on
- ✅ & industry-level production that rivals your favorite artist

[Then click here to get in on the BOGO beat deal.](#)

This **ONE-TIME-ONLY offer will end tonight!** so act fast before time runs out.

Kato

## **Email 8 (1 Hour Left)**

***Send on November 29th later in the day***

**Concept:** Double down on intense urgency and stress the possibility of being left out

**Subject Line:** There's Only 2 Types Of Artists... Which One Are You?

**Preview Text:** LAST CALL!! 😭

<Name>,

In my 15+ years in the music business, I've met hundreds of artists. Many of them were very unique and took pride in being different.

However, at the end of the day... **I've realized there are only 2 types of artists.**

The 1st type dedicates themselves to their craft and SHOWS UP!

The 2nd type may be just as talented but struggle with showing up...

It's okay if you find it difficult to face opportunities; often what's looking back at you is scary enough to want to look away. I get it...

But there comes a time when you just have to ask yourself what kind of artist you want to be.

I'll leave you with that question.

**Kato,**

**P.S.**

The BOGO beat giveaway is **ending in 1 hour!** ⌚

This will be your LAST OPPORTUNITY to get 2 INDUSTRY LEVEL beats for the price of 1.

[Click here to turn your music up a notch with ear-catching slaps before it's too late!](#) 🎧